

rm Machinery

(Continued from Page 31)

hed a "crop swap" program, with ent-In-Kind farmers in mind. In , the crop swap was designed to equipment purchases easier by ing for farmers to exchange PIK cates for cash through a commodity er. Then farmers used their PIK y as a down payment on new inery.

e made no requirements on the r to buy IH equipment. We were providing a service," says Mr. ard. "We don't have any statistics e success or failure of crop swap, did bring a lot of people into the ships."

mett Barker says, "Even during est of times, some dealers were broke because they just weren't

"We were determined not to let the future manage us, but that we would manage our own future."

—Victor Rice,
Massey Ferguson



good managers. During these worst of times there were some dealers who made money because they *were* good managers.

"It's put a real strain on them. But the net result is there are fewer and better managers."

Like their parent companies, many dealerships may emerge stronger than ever as the economy begins to grow again. The survival moves have trimmed waste, sharpened management, and made dealers more aggressive in providing

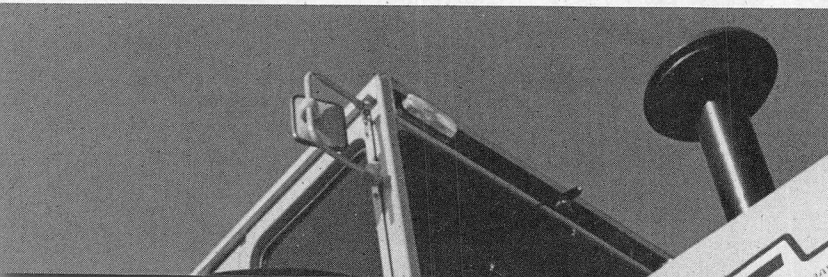
service and catering to the needs of farm customers.

1984...And Beyond

Today, farm machinery firms and dealers face a new and different market place, filled with new challenges. Foreign competition from equipment companies like Claas, Kubota and Deutz will be higher than ever, especially in marketing smaller horsepower tractors. Still, most U.S. farmers shy away from foreign makes because of little product reputation and parts availability.

"U.S. manufacturers will remain the strongest, dominant line in the higher horsepower markets for the same reason: foreign competition has made strides in lower horsepower markets," says Mr. Barker. "We have the competitive edge because this is the principle market—that's what we're geared up to do."

Mr. Barker says farmers are going to be more and more particular about the



Autos of yesteryear were handsome without benefit of the wind tunnel

By PAUL HARVEY

1-20-87

Remember the Packard automobile? If it was not streamlined by today's standards, it was handsome!

Today most all cars look alike.

I am told that the wind tunnel dictates today's designs. With government demanding more miles per gallon, automobile designers have had to consider size, weight and streamlining first.

You let a wind tunnel design cars, naturally all of them are going to look alike.

As a logical response, our country has seen an unprecedented proliferation of custom car re-designers.

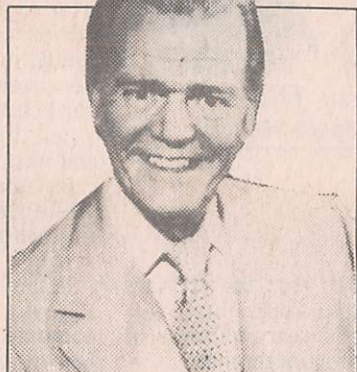
These coachworks will take a car off the production line and re-style it, give it a distinctive personality of its own.

In Springfield, Mo., Corporate Coachworks is re-manufacturing limousines both longer and wider.

Several are reproducing vintage cars — including that Packard.

And now, however tardily, Detroit is catching on.

The five divisions of the General Motors



Paul Harvey

Corporation have separate development teams.

Each is prohibited from looking at what the others are doing.

General Motors is trying thus to become more innovative.

General Motors' market share has erod-

ed from 45 percent in 1984 to 42.8 percent this year. The company has named a new vice president of design, Charles Jordan, a car buff who drives a Ferrari.

The wind tunnel was not the only factor determining style; it's been cheaper to use identical parts on different models.

So there is no difference in the silhouettes of the Park Avenue Buick, the Olds Ninety-Eight and the Cadillac Sedan DeVille.

However ornamented with chrome strips, there is little difference in the Celebrity Chevrolet, the 600 STE Pontiac, the Olds Ciera and the Buick Century.

There were some highly successful look-alikes: the Buick Somerset, the Pontiac Grand Am and Olds Calais.

But some exciting new designs are promised for the next model year. The Cadillac Allante with the skin of a Ferrari. The Chevrolet Corsica and the Chevrolet Beretta will appear "entirely different" from anything else on the road.

Longtime high-volume GM dealer John Bergstrom calls these "highly imaginative new cars."

That was the year when Byron "Whizzer" White returned a Ute punt 97 yards for a touchdown by reversing his field and out-running the defense.

And I can still remember reading the Sunday edition of The Salt Lake Tribune with a sequence photo strip of White's run. Whizzer White might have been the enemy but he was also my idol then and has remained an idol through the years.

This is mentioned here today because it is 1987 and this fall will be a special one in college football.

The year 1937 was the first time the NCAA kept official football statistics. And that TD run by White helped him set a major individual record that, today, is the only one to survive the 50 years.

The 1986 season was the 50th of official NCAA football statistics rankings. The 50 years will be celebrated this fall with the NCAA doing historical look-backs, 50-year studies, interviews, etc.

And the Intermountain area will draw a major part of the attention, thanks to Whizzer White.

That still-surviving record White set in 1937 is the 246.3 yards per game in all-purpose running.

It is ironical, to me, that today much of the rest of the nation looks down its collective nose at Rocky



Marion Dunn
Herald Sports Editor

Mountain football, but the NCAA's most impressive individual performance over 50 years came from one of our high mountain men.

As a boy I knew White was something special. But I never really appreciated what he accomplished until today.

White played eight games that season, rushing for 1,121 yards, returning interceptions 103 yards, returning punts 587 yards and returning kickoffs 159 yards for a total of 1,970 yards.

White won three major individual

and played defense.

Only one other player in the 50 years led the nation in those four categories. He was also a Westerner: Dick Bass of Pacific in 1958.

Bass rushed for 1,361 yards and passed for 79, totaling 1,440. Bass also played defense.

He averaged 6.2 yards per rush, 25.8 yards per interception return with four thefts, 39.8 yards on four kickoff returns, 12.5 yards per punt return on 47 returns and 11.0 yards per attempted pass, 21-of-43 for 475 yards and two TDs.

Led by White, Colorado was 8-0 and went to the Cotton Bowl.

But some things haven't changed. White didn't win the Heisman. He finished second.

Is that familiar enough?

Now, it might be impossible to compare players and teams in different eras in college football, but there is no doubt that Whizzer White's 1937 season was one of the greatest any college player had.

To measure White's impact on a 1937-type game, remember that the average team that year gained 198.4 yards total offense and scored 10.1 points. In 1985 the average 1-A team had 355.3 yards total offense and 22.4 points per game.

White, himself, accounted for

gy to also do the pu
defense and average 106
game in runbacks as Wh

You're kidding your
think any of the modern

Remember, too, that
game in 1937 involve
fewer plays rushing
than the current game
plays. Projecting White
of 305.6 yards over a 14
would mean 404.6 yard
and 4,451 yards over
season.

And while White might
a workhorse, he was
oughbred. He was a b
cialist, having runs o
yards from scrimmage
returns for scores of
yards and an 84-yard pu

After the Cotton Bo
New Year's Day of
played basketball for t
helped them reach the

Ahh, yes, 1937 was a
men in wooden ships.

This fall, when BYU
to-back games with P
Provo), Texas and Te
(in Texas), it will be i
see if any of the 198
come close to Whizzer
purpose record. For
years, few others did.